

**WHAT IS CLAIMED IS:**

1. An advertising assembly for mounting on an exterior of a motor vehicle comprising:

5                   a first panel and a second panel, said first and second panels mounted on left and right rear doors, respectively, of a cargo storage area of a motor vehicle, said first and said second panels having parallel inner edges substantially aligned when the left and right rear doors of the cargo storage area are closed;

10                  a plurality of spacers having substantially equal lengths disposed between said panels and said doors.

2. The advertising assembly of claim 1 wherein said first and second panels have widths substantially equal to widths of the left and right rear doors, respectively; an interface of the inner edges substantially aligned with an interface of the left and right rear doors when closed.

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4. The sign assembly of claim 1 further comprising a plurality of fasteners, each fastener extending axially through a hollow center portion of one of said spacers.

5. The sign assembly of claim 4 wherein said spacers are substantially cylindrical members positioned about said fasteners.

6. The sign assembly of claim 1 wherein said spacers have a length of about 1 inch to about 3 inches.

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7. The sign assembly of claim 1 further comprising brackets fastened to the rear doors, said brackets slidably receiving said first and said second panels.

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8. The sign assembly of claim 1 wherein said left and right panels comprise an electronic display for electronic advertising.

9. The sign assembly of claim 1 wherein said cargo storage area is a semi trailer.

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10. The sign assembly of claim 1 wherein said cargo storage area is a cargo compartment integral with a motor vehicle.

11. A sign assembly for mounting on a motor vehicle comprising:  
a first and second panel mounted to left and right rear doors,  
respectively, of a cargo storage compartment in a motor vehicle;  
said panels having substantially parallel inner edges positioned  
adjacent when said left and right rear doors are closed, an interface of said  
inner edges substantially aligned with an interface of the rear doors when  
closed;
- 5 a plurality of spacers between the panels and the rear doors;  
wherein said spacers are sized to position the panels substantially  
parallel with the rear doors and sufficiently spaced therefrom to provide  
10 clearance for a vertical locking bar assembly integral with at least one of  
the doors.
12. The advertising assembly of claim 11 wherein the spacers are sized  
15 to position the panels just outside the locking bars.
13. The advertising assembly of claim 12 wherein the spacers are  
between 1 1/4" and about 2 3/4" long.
- 20 14. The advertising assembly of claim 11 wherein the panels are  
removably mounted in frames attached to the doors.

15. The advertising assembly of claim 11 wherein said first panel and said second panel each comprise about one half of a graphics display, closing said doors aligning each half in substantially the same plane, thereby imparting the appearance of a substantially unitary display.

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16. An advertising assembly for mounting at the rear of a motor vehicle having left and right rear doors for accessing a cargo storage compartment, the assembly comprising:

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a first panel mounted at a left rear portion of the vehicle, and having at least one mechanical attachment with the left rear door;

a second panel mounted at a right rear portion of the vehicle, and having at least one mechanical attachment with the right rear door;

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wherein each of said first and said second panels includes about one half of a graphics display, an alignment of said left and right rear doors in a closed position aligning the first and second panels, thereby aligning each half of the graphics display to impart the appearance of a unitary display.

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17. The advertising assembly of claim 16 wherein the first panel is mounted at an upper left portion of the vehicle rear, and the second panel is mounted at an upper right portion of the vehicle rear.

18. The advertising assembly of claim 17 wherein the first and second panels are hingedly mounted along outer edges to a body of the vehicle, said at least one mechanical attachment between each of said panels and said left and right rear doors positioned along inner edges of said panels.

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19. The advertising assembly of claim 16 wherein at least one of said first and second panels includes a cutout region for accommodating a vertical locking bar integral with one of said rear doors.

10 20. The advertising assembly of claim 17 wherein said panels are substantially rectangular having edges measuring about 40" by about 50".